

EVENTS/CAUSES

Piaget puts distinctive style on display through Art Dubai sponsorship

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Image courtesy of Art Dubai

By STAFF REPORTS

Jeweler Piaget is supporting the tenth edition of Art Dubai, giving itself a platform to illuminate some of its most creative designs.

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Taking place at the Madinat Jumeirah resort from March 16, the most prominent art fair in the Middle East, North Africa and South Asia will bring together 94 galleries from 40 different nations, making it a truly global affair. During the show, Piaget will host a specially curated exhibit of pieces from the 1960s and 70s and high jewelry designs, allowing the brand to showcase its artistry to the creatives gathered.

Artistic approach

Art Dubai is held under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, who is the vice president and prime minister of the United Arab Emirates and ruler of Dubai.

During Art Dubai and Design Days last year, an extra \$35 million was brought into the city.

For the show, Art Dubai will be showcasing The Wedding Project, which will take over two rooms at the Jumeirah property, turning them into a wedding hall with a menu created by artists. Other initiatives include film screenings, including those by Moving Images, Art Dubai's collaboration with Dubai International Film Festival and Sharjah Art Foundation.

Piaget worked with the fair to create an exclusively curated exhibit.

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Piaget celebrates its longstanding commitment in creative design through an exclusive collaboration with Art Dubai. An exceptional exhibition not to be missed. Photographer: P.Garcia

Posted by [Piaget](#) on [Friday, March 11, 2016](#)

Additional sponsors include Maserati, the car partner of the event, and Champagne sponsor Ruinart.

The fair will run through March 19.

Other brands have noted the art scene in Dubai.

The Ritz-Carlton, Dubai International Financial Centre in the United Arab Emirates is keeping its finger on the pulse of modern culture with an art collection initiative.

The bespoke "Discover With You" experience will give artistic-minded guests a primer on how to collect art and navigate the art market, with a focus on the local scene. Insider tips and localized promotions will help hotels stave off home sharing services that have recently begun to sap market share and democratize travel ([see story](#)).

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